

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ Rnc/ R/ President/ US
Submission Number 262 Issue 1



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

Client:	Mitt Romney/ Rnc/ R/ President/ US	Submission Cost:	20645	Campaign Ref:	E:063607090
Buyer:	..	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06360709
Est./PO Number:	06360709	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney / Rnc 4 Pres	Booking Group:	WNCN	Key Market:	Raleigh-Durham, NC
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 6a News M.....	03	350	30 Comme	Nbr of Spots	1	1	350
2	M-F 6a News ..W....	03	350	30 Comme	Nbr of Spots	1	1	350
3	M-F 7a Today Show M.....	03	550	30 Comme	Nbr of Spots	1	1	550
4	M-F 7a Today Show ..W....	03	550	30 Comme	Nbr of Spots	1	1	550
5	M-F 10a Today Show III ..W....	03	200	30 Comme	Nbr of Spots	1	1	200
6	M-F 10a Today Show III M.....	03	200	30 Comme	Nbr of Spots	1	1	200
7	M-F 11a My Carolina Today ..W....	04	75	30 Comme	Nbr of Spots	1	1	75
8	M-F 1p Days Of Our Lives ..W....	03	230	30 Comme	Nbr of Spots	1	1	230
9	M-F 11a My Carolina Today	04	75	30 Comme	Nbr of Spots	1	1	75
Weekly Totals: Total Spots(Ord Spots)					26	12	38	

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Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	M-F 5p Judge Judy M.....	03	210	30 Comme	Nbr of Spots	1	1	210
11	M-F 5p Judge Judy ..V....	03	210	30 Comme	Nbr of Spots	1	1	210
12	M-F 530p Judge Judy ..V....	03	250	30 Comme	Nbr of Spots	1	1	250
13	M-F 530p Judge Judy M.....	03	250	30 Comme	Nbr of Spots	1	1	250
14	M-F 6p News ..V....	03	305	30 Comme	Nbr of Spots	1	1	305
15	M-F 6p News M.....	03	305	30 Comme	Nbr of Spots	1	1	305
16	M-F 7p News ...T...	02	575	30 Comme	Nbr of Spots	1	1	575
17	M-F 7p News M.....	02	575	30 Comme	Nbr of Spots	1	1	575
18	M-F 730p Extra M.....	03	275	30 Comme	Nbr of Spots	1	1	275
19	M-F 730p Extra ...T...	03	275	30 Comme	Nbr of Spots	1	1	275
Weekly Totals: Total Spots(Ord Spots)					26	12	38	

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Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
20	M-F 1135p ET / 1035p CT Tonight Show M.....	03	175	30 Comme	Nbr of Spots	1	1	175
21	M-F 1135p ET / 1035p CT Tonight Show ..W....	03	175	30 Comme	Nbr of Spots	1	1	175
22	Tue 10p ET / 9p CT Parenthood .T.....	03	1750	30 Comme	Nbr of Spots	1	1	1750
23	Thu 9p ET / 8p CT Office ...T...	03	5000	30 Comme	Nbr of Spots	1	1	5000
24	Fri 10p ET / 9p CT Dateline NBC FridayF..	02	1800	30 Comme	Nbr of Spots	1	1	1800
25	Sat 7a Today ShowS.	03	175	30 Comme	Nbr of Spots	1	1	175
26	Sat 6p NewsS.	03	200	30 Comme	Nbr of Spots	1	1	200
27	Sat 7p NewsS.	03	250	30 Comme	Nbr of Spots	1	1	250
28	Sun 8a Today ShowS.	03	175	30 Comme	Nbr of Spots	1	1	175
29	Sun 10a Meet The PressS.	03	750	30 Comme	Nbr of Spots	1	1	750
Weekly Totals: Total Spots(Ord Spots)					26	12	38	

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Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
30	Sun 6p NewsS	03	200	30 Comme	Nbr of Spots 1		1	200
31	Sun 7p ET / 6p CT Football Night In AmericaS	05	1000	30 Comme	Nbr of Spots 1		1	1000
32	M-Su 11p News M.....	03	615	30 Comme	Nbr of Spots 1		1	615
33	M-Su 11p News ..W....	03	615	30 Comme	Nbr of Spots 1		1	615
34	Sun 11a Chris Matthews Show MTWTFSS Isolations: W/C 10/01S	03	100	30 Comme	Nbr of Spots 1		1	100
35	Sat SEC Football MTWTFSS Isolations: W/C 10/01S	03	300	30 Comme	Nbr of Spots 1		1	300
36	Sat Notre Dame Prime MTWTFSS Isolations: W/C 10/01S	06	325	30 Comme	Nbr of Spots 1		1	325
37	M-Su 11p NewsS	03	615	30 Comme	Nbr of Spots 1		1	615
38	M-Su Late News Late RunS	05	615	30 Comme	Nbr of Spots 1		1	615
Weekly Totals: Total Spots(Ord Spots)					26	12	38	

Grand Totals

		Month 10 Weeks: 4	
Totals		10/01	10/08
Spots	38	26	12
Cost	20645	15315	5330

Grand Totals:

Spots:	38
Gross Total:	20,645.00
Commission:	3,096.75
Net Total:	17,548.25

REP HEADLINE# 6360709
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT2/12 11.03
*** WNCN-TV ***

ADV # ADV. NAME POLI/M ROMNEY/RNC/R/PRE/US REP. # OFF. # SALESMAN #
AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN WA- MICK NESCI (H)
BEVERLY, MA 01915

ORDER # CONTRACT # 6360709 CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY / RNC 4 PRES EST#274 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT2/12 11.03

REP: NEW ORDER
TTL 23045 @ 39X
PLS CFM
THANKS, MIKE FOR MICK

STA: PLS SEE M1-M2 FOR PROGRAM CORRECTIONS
M3 IS N/A D/T RATE - PER STEVE/MATT NEED \$11,000 CLASS 2 RATE FOR NFL
PLS ADVISE ASAP
THX, CHERYL 10/2

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ROMNEY / RNC FOR PRESIDENT

STATION MAKEGOOD OFFERS:
M1 UNRESL BUY#16 MISSED: WED/700P-730P OCT3 30S \$575.00 (OCT2/12)
WED/730P-800P OCT3 30S \$275.00
OFFER: THU/700P-730P OCT4 30S \$575.00 PLS ADVISE.
& THU/730P-800P OCT4 30S \$275.00

CMT: NO NEWS/EXTRA 10/3 D/T GOVERNOR'S DEBATE- MGS BOOKED STP 7P NEWS/EXTRA
CMT: 10/4 - PLS ADVISE ASAP

M2 UNRESL BUY#28 MISSED: SAT/1100A-1130A OCT6 30S \$100.00 (OCT2/12)
OFFER: SUN/1100A-1130A OCT7 30S \$100.00 PLS ADVISE.
CMT: CHRIS MATTHEWS AIRS ON SUN - NOT SAT
CMT: PLS REVISE

M3 UNRESL BUY#38 MISSED: SUN/815P-1130P OCT7 30S \$2,400.00 (OCT2/12)
OFFER: NONE
CMT: SPOT N/A D/T RATE- NEED \$11,000 FOR NFL (CLASS 2)

CONTRACT TOTAL 23045.00
TOTAL SPOTS 39

REP HEADLINE# 6360709
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT2/12 11.00
*** WNCN-TV ***

ADV #	ADV. NAME	POLI/M ROMNEY/RNC/R/PRE/US	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	AMERICAN RAMBLER PRODUCTIONS	BUYER NAME	STEPHANIE KINCAID	
		138 CONANT STREET	SALES PRSN	WA- MICK NESCI (H)	
		BEVERLY, MA 01915			
ORDER #	CONTRACT #	6360709	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	ROMNEY / RNC 4 PRES	EST#274	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	OCT3/12 OCT9/12	WK-1			
CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	OCT2/12	11.00

REP: NEW ORDER
TTL 23045 @ 39X
PLS CFM
THANKS, MIKE FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ROMNEY / RNC FOR PRESIDENT
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL 23045.00
TOTAL SPOTS 39

REP HEADLINE# 6360709
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT2/12 09.49
*** WNCN-TV ***

ADV # ADV. NAME POLI/M ROMNEY/RNC/R/PRE/US
AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 01915

REP. # OFF. # SALESMAN #
BUYER NAME STEPHANIE KINCAID
SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6360709

CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY / RNC 4 PRES EST#274 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 OCT9/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT2/12 09.49

REP: NEW ORDER
TTL 23045 @ 39X
PLS CFM
THANKS, MIKE FOR MICK

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
ROMNEY / RNC FOR PRESIDENT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$350.00	10/8	10/8	1		MON	1
AGENCY ADVERTISER CODE =												
AGENCY PRODUCT CODE =												
AGENCY EST# = 274												
2			600A-700A	30		\$350.00	10/3	10/3	1		WED	1
PROGRAM : 6A NEWS												
CON COM1: 6A NEWS												
3			700A-900A	30		\$550.00	10/8	10/8	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												

10/2

REP HEADLINE# 6360709
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT2/12 09.49
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
4			700A-900A PROGRAM : TODAY SHOW CON COM1 : TODAY SHOW	30		\$550.00 ✓	10/3	10/3	1		WED	1
5			1000A-1100A PROGRAM : TODAY SHOW 3 CON COM1 : TODAY SHOW 3	30		\$200.00 ✓	10/3	10/3	1		WED	1
6			1000A-1100A PROGRAM : TODAY SHOW 3 CON COM1 : TODAY SHOW 3	30		\$200.00 ✓	10/8	10/8	1		MON	1
7			1100A-1130A PROGRAM : MY CAROLINA TODAY CON COM1 : MY CAROLINA TDY	30		\$75.00 ✓	10/3	10/3	1		WED	1
8			100P-200P PROGRAM : DAYS OUR LIVES CON COM1 : DAYS OUR LIVES	30		\$230.00 ✓	10/3	10/3	1		WED	1
9			1100A-1130A PROGRAM : MY CAROLINA TODAY CON COM1 : MY CAROLINA TDY	30		\$75.00 ✓	10/8	10/8	1		MON	1
10			500P-530P PROGRAM : JUDGE JUDY CON COM1 : JUDGE JUDY	30		\$210.00 ✓	10/8	10/8	1		MON	1
11			500P-530P PROGRAM : JUDGE JUDY CON COM1 : JUDGE JUDY	30		\$210.00 ✓	10/3	10/3	1		WED	1
12			530P-600P PROGRAM : JUDGE JUDY B CON COM1 : JUDGE JUDY B	30		\$250.00 ✓	10/3	10/3	1		WED	1

REP HEADLINE# 6360709
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 OCT2/12 09.49
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			530P-600P PROGRAM : JUDGE JUDY B CON COM1 : JUDGE JUDY B	30		\$250.00 ✓	10/8	10/8	1		MON	1
14			600P-630P PROGRAM : 6P NEWS CON COM1 : 6P NEWS	30		\$305.00 ✓	10/3	10/3	1		WED	1
15			600P-630P PROGRAM : 6P NEWS CON COM1 : 6P NEWS	30		\$305.00 ✓	10/8	10/8	1		MON	1
16			700P-730P PROGRAM : 7P NEWS CON COM1 : 7P NEWS	30		\$575.00 ✓	10/3	10/3	1		WED	1
17			700P-730P PROGRAM : 7P NEWS CON COM1 : 7P NEWS	30		\$575.00 ✓	10/8	10/8	1		MON	1
18			730P-800P PROGRAM : EXTRA CON COM1 : EXTRA	30		\$275.00 ✓	10/8	10/8	1		MON	1
19			730P-800P PROGRAM : EXTRA CON COM1 : EXTRA	30		\$275.00 ✓	10/3	10/3	1		WED	1
20			1100P-1130P PROGRAM : 11P NEWS CON COM1 : 11P NEWS	30		\$615.00 ✓	10/8	10/8	1		MON	1
21			1100P-1130P PROGRAM : 11P NEWS CON COM1 : 11P NEWS	30		\$615.00 ✓	10/3	10/3	1		WED	1

10/3 10/3
 10/3 10/4

10/3 10/3
 10/3 10/4

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 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT2/12 09.49
 *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			1130P-1230A PROGRAM : TONITE SHOW CON COM1: TONITE SHOW	30		\$175.00 ✓	10/8	10/8	1		MON	1
23			1130P-1230A PROGRAM : TONITE SHOW CON COM1: TONITE SHOW	30		\$175.00 ✓	10/3	10/3	1		WED	1
24			1000P-1100P PROGRAM : TONITE SHOW CON COM1: TONITE SHOW	30		\$1,750.00 ✓	10/9	10/9	1		TUE	1
25			900P-930P PROGRAM : PARENTHOOD CON COM1: PARENTHOOD	30		\$5,000.00 ✓	10/4	10/4	1		THU	1
26			1000P-1100P PROGRAM : OFFICE CON COM1: OFFICE	30		\$1,800.00 ✓	10/5	10/5	1		FRI	1
27			700A-900A PROGRAM : DATELINE 10P CON COM1: DATELINE 10P	30		\$175.00 ✓	10/6	10/6	1		SAT	1
28			1100A-1130A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$100.00 ✓	10/6	10/6	1		SAT	1
29			1200N-330P PROGRAM : CHRIS MATTHEWS CON COM1: CHRIS MATTHEWS	30		\$300.00 ✓	10/6	10/6	1		SAT	1
30			600P-630P PROGRAM : COLLEGE FOOTBALL CON COM1: COLLEGE FOOTBALL	30		\$200.00 ✓	10/6	10/6	1		SAT	1

12

10/6
10/7

SAT
SUN

OCT2/12 09.49
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$250.00 ✓	10/6	10/6	1		SAT	1
32			730P-1100P PROGRAM : COLLEGE FOOTBALL CON COM1: COLLEGE FOOTBALL	30		\$325.00 ✓ <i>class 3</i>	10/6	10/6	1		SAT	1
33			1100P-1130P PROGRAM : 11P NEWS CON COM1: 11P NEWS	30		\$615.00 ✓	10/6	10/6	1		SAT	1
34			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$175.00 ✓	10/7	10/7	1		SUN	1
35			1000A-1100A PROGRAM : MEET PRESS CON COM1: MEET PRESS	30		\$750.00 ✓	10/7	10/7	1		SUN	1
36			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$200.00 ✓	10/7	10/7	1		SUN	1
37			700P-815P PROGRAM : FOOTBALL CON COM1: FOOTBALL	30		\$1,000.00 ✓ <i>class 3</i>	10/7	10/7	1		SUN	1
38			815P-1130P PROGRAM : FOOTBALL CON COM1: FOOTBALL	30		\$2,400.00 <i>72</i> ✓ <i>\$3,000 class 3</i> <i>\$1,000 class 2</i>	10/7	10/7	1		SUN	1
39			1130P-1200M PROGRAM : LATE NEWS CON COM1: LATE NEWS	30		\$615.00 ✓	10/7	10/7	1		SUN	1

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LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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OCT/12						23045.00						
CONTRACT TOTAL 23045.00												
TOTAL SPOTS 39												

MARKET TOTALS \$288,062 WNCN 8% WRAL 45% WTVI 39% WRAZ 8% WRDC 0% WLFL 0% CABL 0%
ESTIMATED SHARES
SVC- NSI BOOKS- NOV/11
DEMOS- RA35+*

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WNCN-Greenville-New Bern-Washington

Date:

10/1/12

I, Stephanie Kincaid,

being/on behalf of: Mitt Romney, a legally

qualified candidate of the Republican political

party for the office of: President

in the General

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
*see schedules for Oct. 3-Nov. 6					

Total Charges: *see schedules for Oct. 3-Nov. 6

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Republican National Committee and Romney for President, Inc.

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Anthony Parker and Darrell Crate

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/1/12

Date

B. Kincaid

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Stephanie Kincaid (on behalf of Romney for President, Inc.)
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

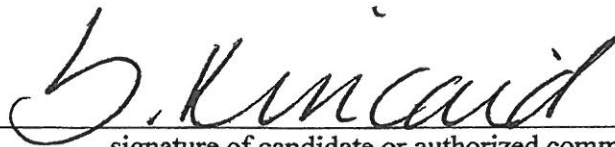
☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Stephanie Kincaid

printed name

10/1/12

date



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

TO:	Steve Blanchard	STATION:	WNCN
FROM:	Mick Nesci	HRP OFFICE:	Washington DC

REQUEST RECEIVED FROM

DATE: 10/2/12

BUYER:	Stephanie Kincaid
AGENCY:	American Rambler Productions
ADDRESS:	128 Conant Street Boston, MA 01915
PHONE #:	202.567.6193
FAX #:	
OTHER:	

AVAILS FOR

COMMITTEE:	Romney / RNC (paid for by RNC)
CPMGN MGR.	
TREASURER:	Darrell Crate
ADDRESS:	310 First Street, SE Washington, DC 20003
PHONE #:	202 863 8500
FAX #:	202 863 8820
OTHER:	

FOR

CANDIDATE:	Mitt Romney
OFFICE:	President
PARTY:	Republican

DAYPARTS:	All
SCHEDULE DATES:	As ordered
COMMERICAL LENGTH:	:30
PROGRAMS:	All
PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE	